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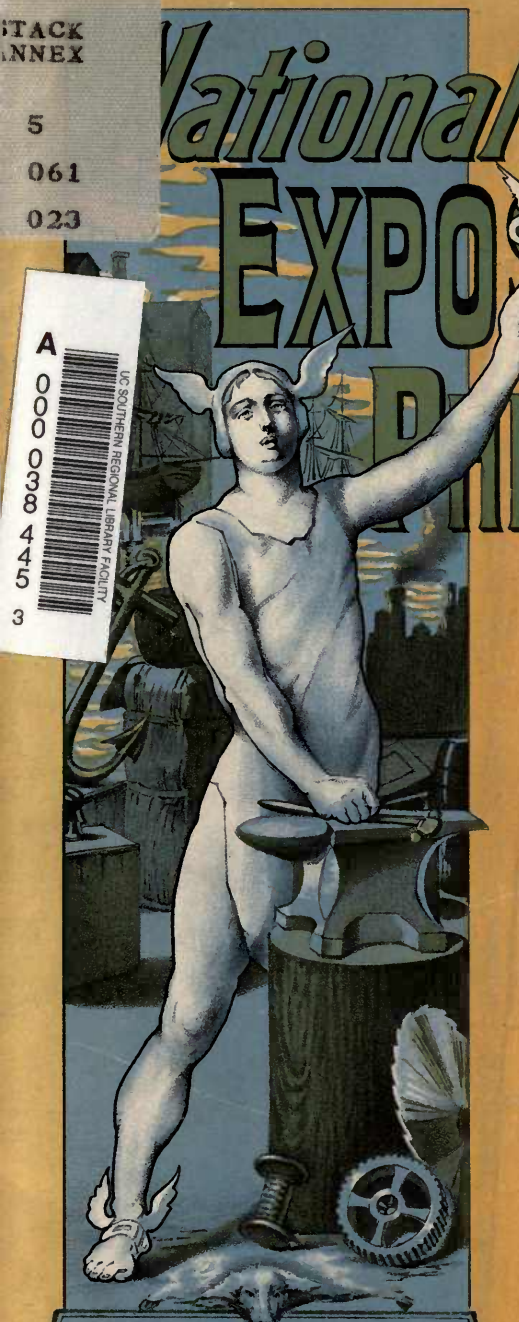
National Export EXPOSITION. PHILADELPHIA



Opens
SEPTEMBER
14th

Closes
NOVEMBER
30th
1899

For the Advancement of American Manufactures and the Extension of Export Trade.

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PUBLISHED BY THE
DEPARTMENT OF PUBLICITY AND PROMOTION
NATIONAL EXPORT EXPOSITION
PHILADELPHIA, 1899

MAIN BUILDING, NATIONAL EXPORT EXPOSITION

THE NATIONAL EXPORT EXPOSITION

FOR THE ADVANCEMENT OF
AMERICAN MANUFACTURES
AND THE
EXTENSION OF EXPORT TRADE

THE FIRST
NATIONAL EXPOSITION
OF THE
MANUFACTURES OF THE UNITED STATES

UNDER THE AUSPICES OF

THE
PHILADELPHIA COMMERCIAL MUSEUM
AND THE
FRANKLIN INSTITUTE

PHILADELPHIA
SEPTEMBER 14 TO NOVEMBER 30
1899

THE PHILADELPHIA EXPOSITION ASSOCIATION

CONDUCTING THE

NATIONAL EXPORT EXPOSITION

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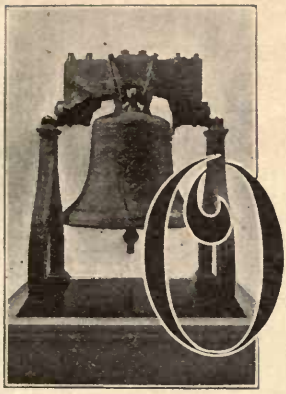


LIBERTY BELL

NATIONAL EXPORT EXPOSITION

PHILADELPHIA, 1899

ON September 14th an Exposition unique in the commercial history of the United States, and of vital interest to every manufacturer, will be opened in the city of Philadelphia, continuing until November 30th, 1899. It will be pre-eminent in its distinctive character, as a complete display of American manufactures and products suitable for export, and unlike any Exposition heretofore held or projected.

Ample appropriations by the Congress of the United States, the State of Pennsylvania and the City of Philadelphia, supplemented by the generous contributions of the citizens of Philadelphia, provide money sufficient to carry out the plans of its projectors on a liberal scale. The Exposition is held under the authority of Congress and is endorsed by the principal Chambers of Commerce, Boards of Trade and other commercial organizations, representing every State in the Union, which are giving active support and encouragement to the enterprise.

INCREASE OF OUR EXPORTS.

During the last few years the export trade of the United States, especially in manufactured goods, has increased by leaps and bounds. The exports of the manufactured products of the United States during the fiscal year ending June 30th, 1888, amounted to $130,300,087. The figures for the fiscal year ending June 30th, 1898, were $290,697,354.

The commercial nations of Europe feel this competition, and are making strenuous efforts to retain their hold on a trade which is already slipping through their fingers. They are making the most of the opportunities presented by the temporary indifference of American manufacturers to foreign trade, on account of the present active demand of the home market.

UNION LEAGUE CLUB

2062190

POST OFFICE

WILL AID HOME TRADE.

Though the Exposition will comprise goods especially suitable for export, the comprehensive display of American manufactured products can not fail to be of the greatest advantage to our home trade, entirely aside from the beneficial effect it will have on the foreign trade of the country.

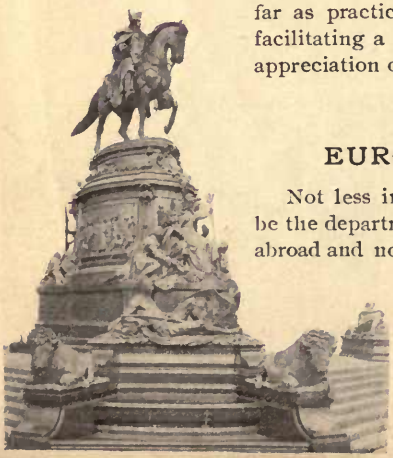
The thousands of strangers from all parts of the United States, who visit the Exposition, will have an opportunity to inspect the products of manufacturers of every State, and exhibitors will certainly derive much profit through their products being advertised in the form of an object lesson among the people of all parts of the land.

DEPARTMENT OF UNITED STATES MANUFACTURES.

It is the design of the Exposition management to secure the display of every line of American manufactured products which is in demand abroad, or for which a foreign market may be created.

In this main department, which will demonstrate the ability of American manufacturers to supply the world with every article needed, the greatest care is being taken to secure only the best products, there being no idea of any local competition. This department will be thoroughly and systematically classified, and therein will be exhibited in its proper place everything which by study of the requirements of foreign peoples, may be made known to and popular with them.

In order that there may be put before the world the triumphs of American manufacturers in the mechanic arts, the exhibit of machinery will be a comprehensive and interesting feature. The most improved machinery, implements, tools and labor-saving devices will be placed on view. As far as practicable these will be operating exhibits, thus facilitating a more rapid and thorough understanding and appreciation of their uses and advantages.



WASHINGTON MONUMENT

EXHIBITS OF EUROPEAN MANUFACTURES.

Not less important to the American manufacturer will be the department of samples of manufactured goods made abroad and now sold in all foreign markets, or prepared in

GROUP SYMBOLIZING WOOLEN INDUSTRIES

those markets for local consumption. These samples will completely and systematically illustrate the requirements of different foreign markets. The organization of this department will show to American manufacturers just what competition they must meet abroad. By examination of these foreign-made goods, an accurate judgment can be reached as to how far adaptations and alterations must be made in similar articles manufactured here, and to what extent American goods may find a market without modification.

Congress appropriated $50,000 for the purchase in foreign markets of these samples of merchandise "of the character in favor and demand therein, together with necessary business data concerning said samples, to be displayed at said Exposition for the instruction and benefit of American manufacturers and merchants and thereby laying the foundation of a great system of National Commercial Education."

Commissioners of the Exposition, aided by the consular service of the United States, are selecting these samples abroad, and a representative collection of the wares in demand all over the world has already been secured.

These samples will comprise the only exhibits of foreign goods at the Exposition. They will not be exhibited by foreign manufacturers or dealers, but are being purchased outright.

This department will be an education for the foreign buyers as well as the American manufacturer and will show him, by comparison, the superiority of American manufactures.

PACKING AND LABELING.

The third department is intended primarily and solely for the American manufacturer. It will comprise exhibits showing him how his goods must be packed and labeled for shipment to meet the requirements and approval of foreign buyers. It will be impossible to over-estimate the value of these exhibits to our merchants. In some countries forms of packing used in the United States entail heavy losses on foreign merchants through increased import duties. This discourages trade relations with the United States.

In other countries goods must be carried great distances into the interior in carts or on mule-back and they must therefore be put up in water-proof packages of convenient size and weight. In still other cases, Custom House regulations require packages to be specially marked

MASONIC TEMPLE

WILLIAM PENN HOUSE

in ways not usual in the United States. The American manufacturer, sometimes ignorant of these regulations, often sends out his goods at a serious loss. Bad feeling on the part of his foreign agents is frequently engendered and the foreign dealer sometimes thinks he is being intentionally ill treated.

In this department samples of packing, methods of labeling and the regulations incident to the reception of goods in every mart of the world will be shown. The American manufacturer will have an opportunity to study them at leisure and in company with the men whose trade and influence abroad he is seeking.

INTERNATIONAL COMMERCIAL CONGRESS.

While to the general public the exhibits will form the most interesting portion of the Exposition, to the manufacturer and the dealer, both at home and abroad, the opportunity for personal contact will be greatly valued. This will stimulate our manufacturers to seek new fields, and bring before the business men of the whole world the advantages accruing from close trade relations with the United States.

The second International Commercial Congress, to be held during the Exposition under the auspices of the Philadelphia Commercial Museum, will bring about this opportunity for personal contact.

In distinction from the one held under the same auspices in 1897, it will be more numerously attended and of wider scope. The Congress of that year was attended by a large body of business men and buyers of Latin America. In a six weeks' tour of inspection they studied American factories and manufactured goods, and placed orders aggregating millions of dollars with American houses.

GIRARD AND GETZ BUILDINGS

EVERY NATION WILL BE REPRESENTED.

At this year's Commercial Congress, specially appointed Government delegates, whose presence will be due to the co-operation of the State Department, will represent every country of the world. This recognition of the Congress will

NAVIGATION GROUP ON MAIN BUILDING

have a far-reaching influence in bringing about the attendance of merchants from abroad. Influential business men will come as accredited delegates of over three hundred of the leading Chambers of Commerce and other trade associations of Europe, South Africa, India, Australia, China, Japan, and other Asiatic countries, and Central and South America.

Many of these delegates will come prepared to discuss with our representative business men the commercial conditions affecting trade relations between the United States and the countries they represent. Every facility for the full and free discussion of all topics will be afforded.

FOREIGN BUYERS WILL ATTEND.

The International Commercial Congress will give the Exposition unusual importance and influence. In addition to the accredited delegates to the Congress, about 20,000 business houses in foreign countries have been invited to send representatives to the Exposition. These are among the firms which do the greater part of the international trade of the world and all have been for a considerable time in close relations with the Commercial Museum. The replies to the invitations and the reports of the Exposition Commissioners who are abroad show that a large attendance is assured.

Many of the largest business organizations of the country will hold their annual conventions in Philadelphia during the progress of the Exposition. This will be of great value, not only to the members of these organizations, who will be enabled to view the Exposition, but to the delegates to the Congress, who can thus meet the most representative commercial men of the country.

GROUNDS AND BUILDINGS.

The Exposition grounds are admirably situated, being easily accessible from all parts of the city both by electric car and steam railroad lines. The grounds are on the west bank of the Schuylkill river, within ten minutes ride of the City Hall, and comprise a valuable tract of land, fifty-six acres in extent, deeded to the Philadelphia Museums by the City of Philadelphia, and another tract of six acres

GIRARD COLLEGE

secured for the uses of the Exposition and providing a main entrance from South Street, at the northern end of the grounds.

Electric cars from every section of the city run on the various streets adjacent to the site, and a station of the Pennsylvania Railroad, at which all trains will stop during the Exposition, is located within 400 feet of the main entrance. On either side of the broad avenue leading from the South Street entrance, to the main buildings, numerous quaint and ornate structures will be devoted to illustrating the life, manners and customs of strange peoples, and to other amusement features of a less instructive but no less entertaining character.

GRAND AND IMPOSING STRUCTURES.

The main group of buildings is so arranged as to form one grand and imposing structure about 400 x 1000 feet in extreme dimensions, and covering an area of more than nine acres. Five separate buildings enter into this large edifice, which has been constructed largely of brick and steel and upon lines which the experience of other expositions has proven to be desirable.

The Implement, Vehicle and Furniture Building is devoted exclusively to a comprehensive exhibit of agricultural implements, tools and machinery, vehicles and household furniture, in the manufacture of which American factories excel. This building is 450 feet long and 160 feet wide.

A special structure for exhibits of locomotives and railroad rolling stock, electric cars and equipment for

CITY HALL

electric railways, is called the Transportation Building. It is 450 feet long and 75 feet wide, containing four tracks connected with the Pennsylvania Railroad. The length of track available for exhibits of rolling stock approximates 1800 feet.

Other buildings for special exhibits or lines of trade are advantageously located, and there is every promise that they will prove to be among the leading attractions of the Exposition.

MAIN BUILDING.

Of the five structures comprising the main exhibition buildings, three are permanent, but are only finished at the present time sufficiently for the purposes of the Exposition. These three structures have two stories. They are each 380 feet long and 90 feet wide. The space between them is covered by temporary buildings, connected with the permanent pavilions, the whole forming a single harmonious edifice. The permanent buildings will eventually become the home of the Philadelphia Museums.

The temporary building between the northern and central pavilions is 300 x 297 feet. It comprises an auditorium and music hall 200 feet long and 140 feet wide, with arcades for exhibits on each side 300 feet long and 78 feet wide. Between the central and southern wings there is an immense exhibition hall 383 x 297 feet in size. The exhibition spaces on the first floor of the wings open into the main hall through wide arches, so that the entire area of 167,200 square feet, 563 x 297 feet in dimensions, is practically a single open space.

BROAD STREET, LOOKING NORTH

GROUP TYPIFYING WINE

East of the central Exhibition Hall and connected with it, is the Exposition power-plant, 190 x 58 feet in size. It is adjacent to the Pennsylvania Railroad tracks, affording excellent facilities for handling heavy exhibits. Engines, pumps, air-compressors and dynamos are located in one end of the power house, and in the other the boilers.

ENTRANCE AND AUDITORIUM.

The entrance to the Main Building is through a broad lobby 60 x 90 feet in size, in the centre of the northern pavilion. Handsome columns and decorations, and groups of statuary embellish the lobby. To the right and left, wide aisles lead through the exhibition spaces of the north pavilion, turning at right angles through the arcades on each side of the auditorium, into the central exhibition hall and its wings.

Entrance into the auditorium, which has a seating capacity of more than 5000, is from the lobby. There is a large pipe organ at the end of the auditorium, placed above a spacious platform, and the floor is laid at such an angle that there is an unobstructed view of the platform from every seat.

In the auditorium, daily concerts will be given by the best concert bands in the country. The sessions of the International Commercial Congress will be held there, as well as the Conventions of the various trade and business organizations which have arranged to hold meetings during the Exposition. The second floor of the north pavilion will be occupied by the Administration offices of the Exposition. In the central and south pavilions, the upper floors will be given up to exhibits.

AVAILABLE EXHIBITION SPACE.

A total area of two hundred thousand square feet of space is available in the main building for exhibits. This, with the space provided in the special buildings, will give American manufacturers ample opportunities for showing the world their wares.

MERCANTILE CLUB

As in all Expositions, the restaurant facilities will form an important part of the arrangements. The principal restaurant is located in the gallery of the south

CHESTNUT STREET VIEW INDEPENDENCE HALL

pavilion, overlooking the entire main exhibition floor. The cuisine and service will be equal to that of the finest hotels.

Running from the main floor of the Exhibition hall, will be a short flight of stairs rising to the level of the roof of the power house. This roof will be flat, surrounded by an ornamental railing, and is designed to be used as a plaza from which visitors may obtain a view of the river, and that portion of the Exposition grounds lying east of the railroad track, where windmills, traction engines, and all kinds of machinery and farm implements, such as are not suited for exhibition in the implement building will be displayed. This space is also available for buildings for special exhibits and for machinery which requires a large space to show it in operation.

ART IN THE EXPOSITION BUILDINGS.

While the Exposition has in view a most practical purpose, there was not, in the planning of the buildings, any idea of subordinating the beautiful and the artistic to the practical end. On the contrary, the ornamentation and decoration of the structures, though of the temporary character which must of necessity be used in Exposition buildings, will delight the eye and appeal to the innate love of art and beauty which every person possesses.

Out of a composition, the basis of which is plaster and papier-mache, more durable than the "staff" which made the buildings of the World's Columbian Exposition a delight to look upon, have been formed columns with capitals as beautiful as though carved in white marble. Cornices and friezes, panels and screens, the design of skilled sculptors, aid in giving the buildings rare architectural attraction.

Above the main entrance a large pediment contains a group of thirteen figures, representing Commerce. Other pediments typify the four continents. Numerous groups of graceful figures, symbolical of Transportation, Navigation, Labor, Electricity, etc., rest on pedestals beside the pediments, and over the main entrance there is a large quadriga—a chariot drawn by four horses, carrying the beautiful figure of Progress, whose proudly-poised head looks with calm and confident eyes into the future.

ACADEMY OF FINE ARTS

ELECTRICITY

THE LIGHTER SIDE.

The lighter side of the Exposition will not be neglected, and those visitors on mere pleasure bent will find fully as much to occupy them as the more serious patron from foreign lands, absorbed in its industrial side. The management will provide such attractions as will tend to interest the general public and insure a large and constant attendance.

Good music will be one of the leading features, and in the handsome Auditorium the most famous musical organizations of the United States will be heard in daily concerts, throughout the Exposition.

In addition to special attractions of a popular character, which will be provided from time to time to encourage the attendance and popularize the Exposition with the masses, there will be features combining the educational and instructive phase with that of the greatest novelty and interest. One of the leading attractions of this character will be a Chinese Village, a counterpart of a street in Pekin or Shanghai, populated with 450 men, women and children, brought from China for the purpose. The business, industrial and home life of the Chinese, and their native trades and industries, will be completely illustrated. In view of the wide market which China presents and the growing popularity of American goods in that country, the Chinese Village will prove an attraction of unusual interest.

Similar features in perfect harmony with the purposes of the Exposition, and at the same time entertaining, will illustrate the trades, pursuits, industries and commerce of the peoples of some of our newly acquired possessions and their customs, dress, recreations and amusements.

The amusement section is along the main avenue or approach to the Main Exposition Buildings, eight hundred feet in length, and will be built upon both sides. The amusement section at no Exposition has been so well located, for visitors will have to traverse its entire length either to enter or leave the grounds.

ON WISSAHICKON DRIVE

GENERAL GRANT STATUE

PHILADELPHIA COMMERCIAL MUSEUM.

No approval or endorsement of an enterprise of the character of the National Export Exposition could lend more weight and be of greater influence with American manufacturers interested in export trade, than the fact that this Exposition is held under the joint auspices of the Philadelphia Commercial Museum and Franklin Institute.

The National Export Exposition is an outgrowth of the Philadelphia Commercial Museum, which is national in its aim and scope and is favorably known all over the business world. Its sole object is to promote, by methods new, original and effective, the export of American products. Its work is wholly unselfish and entirely without profit to itself.

It is in constant communication with many foreign correspondents, from whom it receives information, unobtainable from any other source and priceless to the export houses to whom it regularly disseminates the knowledge thus received. It has close official relations with the principal Chambers of Commerce and trade organizations of the world, from which it obtains information, and to which it in turn makes answer to all inquiries relative to American goods and manufactures.

Congress was so impressed with the importance of the relation which the Philadelphia Commercial Museum holds towards the export trade of the United States, that it was provided, in the act appropriating $350,000 for the Exposition, that $300,000 of the amount should be set aside to aid in providing buildings, the same to be available after the close of the Exposition, for one or more of the various purposes of the Philadelphia Museums. Congress also recognized the aid of the Philadelphia Commercial Museum to American Commerce, by providing that the remainder of the appropriation, $50,000, should be expended for the purpose of collecting in foreign markets samples of merchandise, in favor and demand therein, to be displayed at the Exposition and to become the property of the Philadelphia Museums.

The services of the Philadelphia Commercial Museum are invaluable to the American producing public, and its doors are always open for conference and for

UNITED STATES MINT

any information it may have in its possession. Its collections of natural and manufactured products are well worth the study of any man interested in commercial progress.

FRANKLIN INSTITUTE.

Its ally in the Exposition, the Franklin Institute, has for its object the "Promotion and Encouragement of Manufactures and the Mechanical and Useful Arts." Its history records the successful conduct of 29 exhibitions, beginning with the first Exhibition of American Manufactures ever held, which took place in October, 1824, the year of its birth, in historic Carpenters' Hall. Throughout these 75 years, the Franklin Institute has generously aided the progress of the industries and its many meetings and exhibitions have stimulated efforts to better American trade conditions.

Its reports and rewards are known and prized all over the world. Like the French Academy and the Society of Royal Engineers of England, membership in its ranks, or the grant of a medal or diploma by it, is a stamp of merit which is everywhere recognized.

PHILADELPHIA.

Philadelphia is eminently fitted to be the scene of a National Exposition. The metropolis of the greatest manufacturing State in the Union, covering an area of 130 square miles and with a population of about 1,500,000, it is but proper that here should be shown to the world the triumphs of American progress in the commercial and mechanical arts. Founded in 1682 by William Penn, Philadelphia has grown to be the first city in manufactures and the second city in commercial importance in the country.

INDEPENDENCE HALL

ROOM IN INDEPENDENCE HALL

Its resident manufacturers and merchants are giving the Exposition their hearty approval and co-operation. Its citizens stand ready to welcome the world, and to extend to all the warm and sincere hospitality for which the Quaker City is known in all parts of the land.

Enough can not be said of the commercial importance of the city. Within its borders are factories capable of turning out nearly every article in demand in the markets of the world. Acres of its territory are covered with mills, running full time and producing goods unexcelled in finish and design. Its retail marts are famed, and the names of its great department stores are household words in every village and town.

GREAT MANUFACTURING PLANTS.

Visitors to the Exposition will have opportunities for viewing the many important manufacturing plants located in Philadelphia. Chief among these are the Baldwin Locomotive Works, where engines are being built for nearly every country on the globe; Cramp's Ship Yard, the largest on this side of the Atlantic; the large iron and steel working plants; the hundreds of carpet and other textile mills located in various parts of the city; the great retail establishments and scores of busy industrial plants.

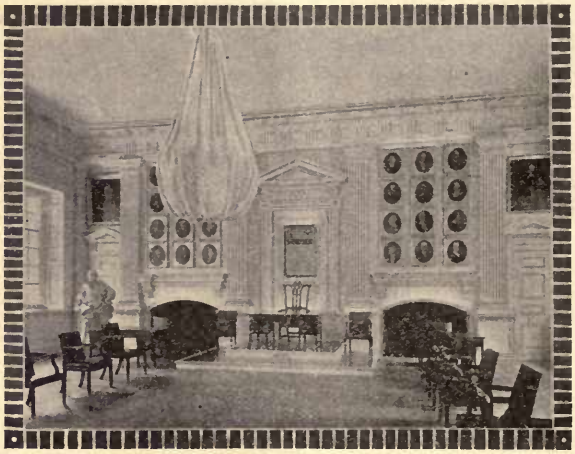
When tired of the hum of industry, the visitor may regale himself with beautiful works of art at Memorial Hall, in Fairmount Park, the Art Building of the Centennial Exhibition, or the Academy of Fine Arts, where a permanent exhibition well repays a visit.

Twenty theatres will be opened during the Exposition, presenting varied amusements. The Academy of Natural Sciences opens its fine collections at all times to the public, and Horticultural Hall in Fairmount Park offers to nature's lovers a bower of beauty. Numerous small parks, where amusements of many kinds can be had, are open until October and several lines of pleasure steamers make frequent trips up and down the Delaware River.

The University of Pennsylvania with its many departments, including a most interesting Museum of Archæological specimens, well repays a visitor's attention. The City Hall, the most commodious and costly structure of its kind, is one of the sights of the city, and the numerous public buildings are attractive.

REMINISCENCES OF '76.

The city is full of reminiscences of those early days when the great era of liberty and prosperity began to dawn.



WHERE THE DECLARATION OF INDEPENDENCE WAS SIGNED

Here is the Old State House, popularly termed Independence Hall, from whose steps the Declaration of Independence was read, and from whose tower the Old Liberty Bell proclaimed liberty to all men. Only a few squares away is Old Carpenter's Hall, and within a short distance is the spot on which stood the house in which the Declaration was penned.

Here is Congress Hall, where George Washington took the oath of office for his second term as the first President of the United States. The house in which the first

ART CLUB

American flag was made is always open to visitors, who may also look upon the grave of Benjamin Franklin, one of the foremost defenders of American commercial progress. In Germantown, a suburb of the city, may be seen the site of one of the bloodiest battles of the Revolution. A score of mansions, built in Revolutionary and Colonial times, are Meccas for the pilgrim with historical proclivities.

CHURCHES AND HOTELS.

The great churches of the world are well represented in Philadelphia, and there are many beautiful edifices devoted to the worship of God. The city is noted for its religious as well as its commercial and manufacturing activity. In splendid buildings are the homes of the great publication boards or societies of the Presbyterian, Baptist and Lutheran Churches. The headquarters of the Missionary organizations of several denominations are in the city, and of the numerous hospital and charitable institutions, none are better managed than those supported by the churches.

Philadelphia has always been noted for its hotels. Within a few years several new and in every way modern hotels have been erected, which with the older and equally commodious houses, will provide ample accommodations for the thousands who will be guests of the city as visitors to the Exposition.

DREXEL INSTITUTE

ON THE WISSAHICKON

FAIRMOUNT PARK.

Aside from its commercial importance, Philadelphia has attractions which eminently fit it for an Exposition City. One of these is Fairmount Park. It is the largest public park in the world, embracing within its domains nearly 3000 acres, with natural scenery unsurpassed. This great pleasure ground is easily accessible from all parts of the city, by means of both steam and street railways. The Schuylkill River, which winds its placid course through the Park, adds much to its natural beauty.

MANY COLONIAL MANSIONS.

FAIRMOUNT WATER WORKS

Fairmount Park is interesting from a historical stand-point also. Within its bounds are many mansions, once the country places of the men whose names are synonymous with the early history of the United States.

In the East Park are "Lemon Hill," once the residence of Robert Morris, millionaire philanthropist and financier; "Mt. Pleasant," given by the traitor Benedict Arnold to his bride, Miss Shippen, and which was the scene of many revels during and before the Revolution; "Ormiston," the homestead of Edward Shippen Burd, and "Woodford," a mansion where Benjamin Franklin passed many an hour. In the West Park stands "Solitude," built by John Penn, a grandson of the founder of Pennsylvania; the "Letitia House," formerly occupied as a residence on Letitia Street by William Penn; "Belmont," formerly the residence of Judge Peters, who was a notable host and who entertained among others Tallyrand and Louis Phillippe, "Tom Moore's Cottage," where the poet spent many hours, and "Greenland" and "Chamounix," two Colonial mansions of note.

VIEW IN WEST PARK

BROAD STREET STATION PENNSYLVANIA RAILROAD

TRANSPORTATION FACILITIES.

Philadelphia is well equipped with transportation facilities. Three great trunk lines center within her borders, two with terminal stations unsurpassed. The Pennsylvania Railroad Company, with its hundreds of branch lines and its connections with every point in the country, has its terminal near the City Hall in the center of the city, easily accessible from the Exposition grounds.

The Philadelphia & Reading Railway is the great avenue from the northeastern section of the State and from New York State. Its miles of main line and connections offer an avenue of ingress and egress valuable both to the exhibitor and to the visitor.

BALTIMORE & OHIO RAILROAD STATION

The Baltimore & Ohio Railroad, running through the Middle South and West, opens up a route of entry interesting from its passage through territory dotted with the great battlefields of the Civil War. Its connections with Southern and Southeastern Railroads make it valuable as a transportation agent.

Arrangements are being made by the railroads which have terminals in Philadelphia, and by connecting lines, for reduced passenger rates and excursions from all parts of the country to Philadelphia during the Exposition.

In the matter of local transportation, Philadelphia is fortunate. Electric railway lines run on nearly every street; suburban electric lines connect it with the five counties surrounding it, and local lines of the steam railroads offer every facility.

READING RAILWAY TERMINAL

SUMMARY.

When you think of the National Export Exposition just bear these few facts in mind:

It is national in scope.

It is sanctioned and supported by the National Government, the State of Pennsylvania and the City of Philadelphia.

It proposes to aid the manufacturers of the United States by increasing the exportation of American products.

In the department of foreign manufactured goods you will be able to inspect and study samples of the manufactured products which are successfully sold in all the world's markets.

If you have made mistakes in packing or labeling goods for export, the Exposition will show you how it should be done and enable you to act intelligently in the future.

It will introduce to you the leading men of business in markets of the old world and those of the new you don't know.

The International Commercial Congress will be attended by representatives of every important commercial nation of the globe. You can meet them and hear their views on trade.

The leading merchants of the world, those who do the bulk of foreign trade in every country, to the number of 20,000, have been urged, in personal letters, to send representatives to the Exposition. There is every assurance that a larger number of foreign buyers than has ever before visited the United States, will as a result attend the Exposition.

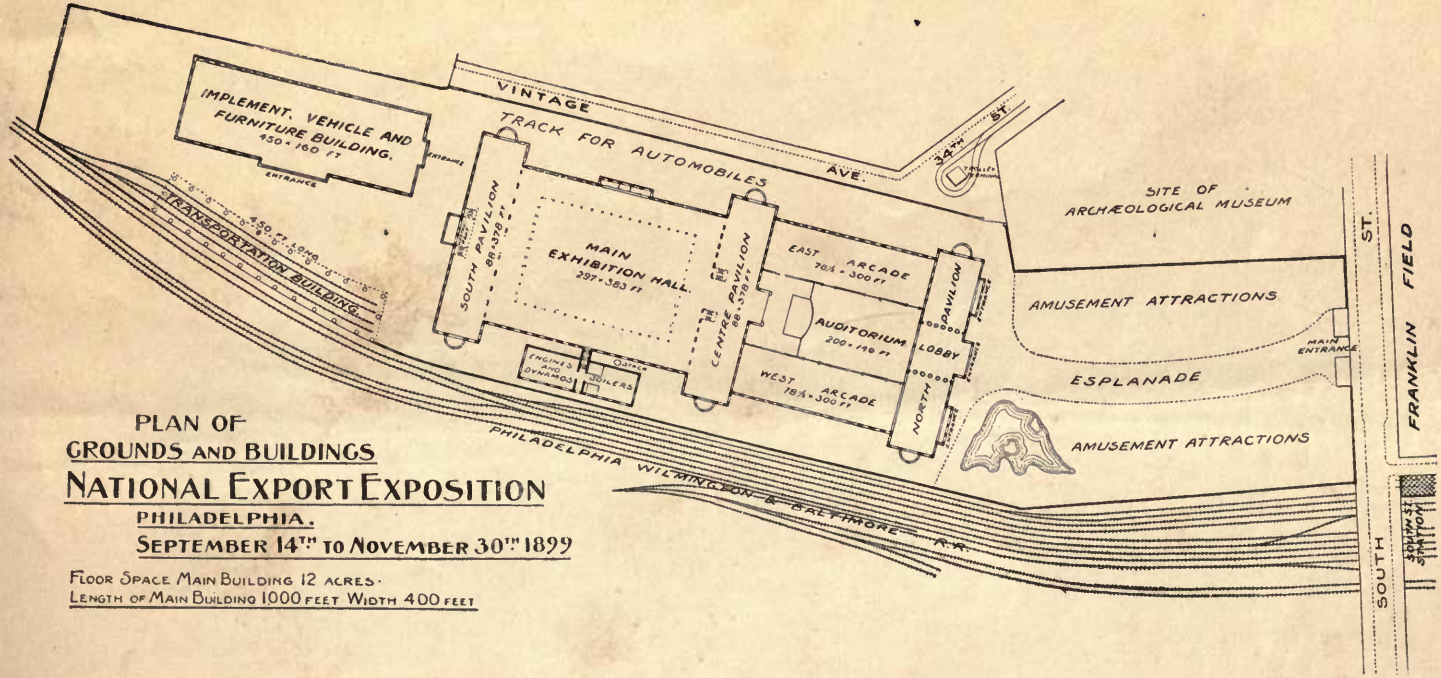
The Exposition is not an advertising scheme for those who pay the best prices for choice locations of space, but is purely and solely an exhibit of American manufactures.

It is held under the auspices of the Philadelphia Commercial Museum and the Franklin Institute, two institutions of world-wide fame.

You, as an American manufacturer, should be so much interested in the growth of the commerce of your country, as to give to the Exposition your hearty encouragement and support, make an exhibit of your products, and show your co-operation by your presence.

TRANSPORTATION
GROUP OVER ENTRANCE MAIN BUILDING

AGRICULTURAL IMPLEMENT, VEHICLE AND FURNITURE BUILDING



PLAN OF

GROUNDS AND BUILDINGS

NATIONAL EXPORT EXPOSITION

PHILADELPHIA.

SEPTEMBER 14TH TO NOVEMBER 30TH 1899

FLOOR SPACE MAIN BUILDING 12 ACRES.
LENGTH OF MAIN BUILDING 1000 FEET WIDTH 400 FEET

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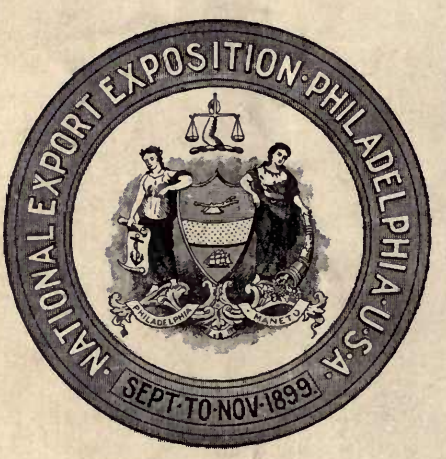
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